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SERIAL NUMBER	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.
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08/414,281 03/31/95 OVADIA
BSM1/0523
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V OVVA-2-/-279
EXAMINER
SHEPPERD, J
ART UNIT PAPER NUMBER
6
2514
DATE MAILED: 05/23/96

This is a communication from the examiner in charge of your application.
COMMISSIONER OF PATENTS AND TRADEMARKS

SUPPLEMENTAL

This application has been examined Responsive to communication filed on _____ This action is made final.

A shortened statutory period for response to this action is set to expire THREE month(s), _____ days from the date of this letter.
Failure to respond within the period for response will cause the application to become abandoned. 35 U.S.C. 133

Part I THE FOLLOWING ATTACHMENT(S) ARE PART OF THIS ACTION:

1. Notice of References Cited by Examiner, PTO-892.
2. Notice of Draftsman's Patent Drawing Review, PTO-948.
3. Notice of Art Cited by Applicant, PTO-1449.
4. Notice of Informal Patent Application, PTO-152.
5. Information on How to Effect Drawing Changes, PTO-1474.
6. _____

Part II SUMMARY OF ACTION

1. Claims 1-26 are pending in the application.
2. Claims _____ have been withdrawn from consideration.
3. Claims 1-16 are allowed.
4. Claims 17-26 are rejected.
5. Claims _____ are objected to.
6. Claims _____ are subject to restriction or election requirement.
7. This application has been filed with informal drawings under 37 C.F.R. 1.85 which are acceptable for examination purposes.
8. Formal drawings are required in response to this Office action.
9. The corrected or substitute drawings have been received on _____. Under 37 C.F.R. 1.84 these drawings are acceptable; not acceptable (see explanation or Notice of Draftsman's Patent Drawing Review, PTO-948).
10. The proposed additional or substitute sheet(s) of drawings, filed on _____, has (have) been approved by the examiner; disapproved by the examiner (see explanation).
11. The proposed drawing correction, filed _____ has been approved; disapproved (see explanation).
12. Acknowledgement is made of the claim for priority under 35 U.S.C. 119. The certified copy has been received not been received been filed in parent application, serial no. _____; filed on _____.
13. Since this application appears to be in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under Ex parte Quayle, 1935 C.D. 11; 453 O.G. 213.
14. Other

EXAMINER'S ACTION

1. This is supplemental to the Office Action mailed 4 April 1996 paper # 4. During the preparation of the PCT the examiner noted that there was an error in the grouping of claims. Claims 18-20 which depend from rejected claim 17 were erroneously indicated as allowable rather than being rejected. Any difficulty is regretted.
2. Claims 17-20 are rejected under 35 U.S.C. § 103 as being unpatentable over either the well known prior art, the "Eyeing the consumer" article or Dinerstein in view of the disclosed prior art in Tai for the reasons set forth in paragraph 4 of the last Office Action paper # 4. Regarding claims 18-20, using a name or address is an obvious way to track or identify a specific consumer or household.
3. Claims 1-16 are allowed for the reasons set forth in paragraph 5 of the last Office Action paper # 4.
4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to John Shepperd whose telephone number is (703) 308-0091.

John Shepperd
May 10, 1996

John Shepperd
JOHN SHEPPERD
PRIMARY EXAMINER
GROUP 2500